

Press Note for Ramraj Cotton 100th Outlet Inauguration

Praise the world, let life flourish and let **Yogiraj Shri Vethathiri Maharishi's**

philosophy also grow.

FAMOUS ACTOR VENKATESH DAGGUBATI - BRAND AMBASSADOR OF RAMRAJ INAUGURATES THE 100TH SHOWROOM OF RAMRAJ IN NELLORE

Nellore, 26th August, 2019 : Ramraj Cotton was established in 1983, as a company providing traditional and cultural clothing. During those initial days, when our cultural Dhoti in our society was not received well in Sales, Quality, respect for Dhoti wearers and acceptance by garment shops,

Ramraj Cotton intended to improve the livelihood of weavers and community interest, without profit centric intentions. Today, our traditional Dhotis are supplied and sold, not only all over India, but to Indians across the world, through approximately 12500 Textile retailers and MBOs. Moreover, Ramraj Cotton is inaugurating its

100th Exclusive Brand Outlet in Nellore. Added to this, there are also 46 franchised outlets in South India. Ramraj Cotton is promoting our cultural attire through this vast and extensive retail network.

In our organisation, we have more than 9000 sales and operations personnel. To top all this, in Rural Tamil Nadu, more than **50 Thousand weaver families** have a steady occupation thanks to Ramraj Cotton. We ensure these families have a year round income and benefits. Our Dhotis and Shirts Brand - Ramraj has been ranked constantly as the No 1 **'MOST ATTRACTIVE BRAND'** and **'MOST TRUSTED BRAND'** for the last 4 years.

For Ramraj Cotton, **ACTOR Mr Venkatesh Daggubati**, is our Brand Ambassador for

Andhra Pradesh state. He is very closely attached with Ramraj Cotton family. He is part of our Brand and our family. We are immensely happy and proud to have our 100th Showroom inaugurated by Mr Venkatesh Daggubati.

This new Ramraj Showroom in Nellore, enriching our cultural roots, is a landmark in History. In our showroom, we have, Little Stars – Dhotis for little boys, Readymade Dhotis with pockets for youth and IT Professionals, 2 meters and 4 meters Dhotis for the newly married responsible male and 9x5 and 10x6 Pankajajam Dhotis for the elderly and Acharyas. Like these, in India, for a range of people profile, that is from Kids to Senior citizens and for all age groups, we offer more than 2000 variety of Dhotis suitable for all occasions.

While the general trend of having EBOs are by International Brands, one **Swadeshi Brand**, matching those standards, has made Dhotis popular in the society and have elevated the Image, Respect, Value, Influence and Status of Dhoti wearers.

From the prehistoric Stone Age era when only leaves were used, the first cloth fabric is Dhoti. History says that, in those days both Men and Women used to wear Dhoti. Why even our Gods are seen wearing Dhotis in ancient sculptures. Hence in our culture the first dress code was our Dhoti. The wearing styles would have been different, but the only dress code of our ancient times was Dhoti.

This large Swadeshi initiative is in bringing back to trend our neglected Dhoti and to encourage our next generation also to follow our culture rich tradition. By not only enhancing the life of our Rural Weavers, Ramraj Cotton pays all its Taxes to the Government and contributes to the economic growth of India. Right from 1983, the people of Andhra Pradesh have been continuously supporting our Brand. As a mark of respect, to the people of Andhra, to the State where I learned the art of

making Dhoti, to the hard toiling weaver families, to the ever supporting distribution and selling partners and to the Press Media for their positive support, Ramraj Cotton dedicates its 100th Showroom. Also I take this opportunity to make possible Hundreds, thousand and lakhs of job opportunities. Ramraj Cotton is thankful to ACTOR Mr Venkatesh Daggubati for endorsing Brand Ramraj. Ramraj Cotton seeks the support and patronage of Andhra Pradesh like always.